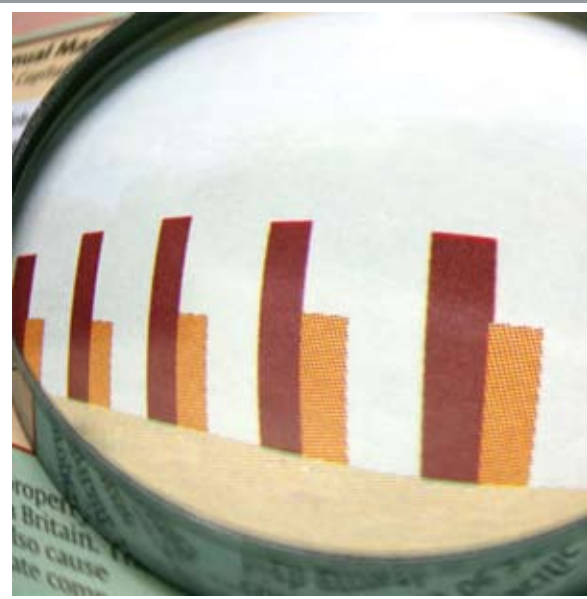


Become a High-Performing
Project Manager or
Business Analyst

MASTERS CERTIFICATION PROGRAMS

REAL TRAINING. REAL RESULTS. Business Skills Training for the *Real World*.



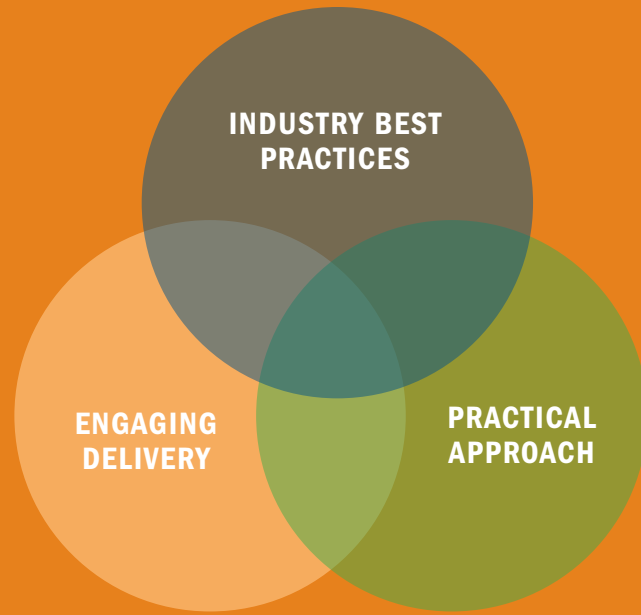
BUSINESS ANALYSIS AND PROJECT MANAGEMENT TRAINING · CERTIFICATION · MENTORING

Watermark Learning

ENHANCED PERFORMANCE. ENDURING RESULTS.



WATERMARK LEARNING'S UNIQUE APPROACH



Watermark Learning

Creating Tomorrow's Business Leaders

Today, employers are looking for more than just job expertise, they're looking for tomorrow's leaders—high performing professionals who have the practical know-how to solve problems fast and inspire team members to succeed. Since 1992, Watermark Learning has been cultivating tomorrow's leaders through business analysis, project management, and related skill development training.

Watermark Learning is more than just a training company. We personally invest in the career advancement and professional development of every individual we teach. We believe that training should be relevant, immediately applicable, and fun. It's our combination of best practices, a practical approach, and an engaging delivery that distinguishes the Watermark Learning portfolio of training services.

Our instructors are authorities in their respective fields, published authors, and distinguished public speakers. We are an IIBA® Charter Endorsed Education Provider and PMI® Registered Education Provider, which assures you the utmost quality training available.

TRAINING SERVICES

Private Training: Minimize scheduling hassles and travel expenses by inviting a Watermark Learning expert to your site. Your business team will benefit from a personalized curriculum that incorporates your organization's business processes and corporate culture.

Public Training: From Project Management and Business Analysis training to Unified Modeling Language and Influencing Skills, our instructor-led courses cover today's most relevant topics to help you keep pace in today's demanding business environment. Train at our public facilities in Minneapolis, Chicago, Phoenix, and select markets.

Mentoring/Coaching: Need a customized training blitz on a specific topic? Designed for one-on-one or small groups, our mentoring program tackles your unique needs while helping you keep projects on track. Try mentoring as reinforcement to classroom learning.

Masters Certificate Program: Certification takes you to the next level. Whether your focus is Business Analysis or Project Management, we've partnered with prestigious Auburn University so you can receive Continuing Education Units (CEUs) when you enroll in a Masters Certificate Program.

- Do you find it difficult to remember everything you've learned from a course?
- Does training content often seem to lag behind current methods?
- Wouldn't you love to learn without falling so far behind on your projects?
- Do you want training that addresses your current business challenges?

Watermark Learning



CERTIFICATION TO TAKE YOU TO THE NEXT LEVEL

Masters Certificate in **Business Analysis**

Become a top business analyst with our Masters Certificate Program. Partnering with Auburn University, we've developed a series of courses that emphasize industry best practices and practical techniques that you can apply immediately to current and future business projects.

Learn how to:

- Better identify business problems and opportunities to achieve organizational goals and objectives
- Increase your skills and confidence in recommending solutions that positively impact business results
- Analyze and document requirements clearly, consistently, and completely
- Gain practical knowledge that you can apply today, in a dynamic corporate environment

Our Masters Certificate in Business Analysis is comprised of five required courses and one elective. Each course builds upon knowledge obtained in previous courses. After completing the Masters Certificate program, you will have a well-rounded and comprehensive skill set that will put you in top demand as a leading business analyst.

REQUIRED COURSES

1. Business Analysis Fundamentals

3 days—21 PDUs | 2.1 CEUs

2. Business Process Modeling

2 days—14 PDUs | 1.4 CEUs

3. Eliciting Business Requirements

2 days—14 PDUs | 1.4 CEUs

4. Planning and Managing Requirements

2 days—14 PDUs | 1.4 CEUs

5. Use Case Modeling

2 days—14 PDUs | 1.4 CEUs

ELECTIVE COURSES

Choose One

1. Agile Fundamentals

3 days—21 PDUs | 2.1 CEUs

2. Business Intelligence Requirements Analysis

2 days—14 PDUs | 1.4 CEUs

3. Consulting Skills for Solving Business Problems

2 days—14 PDUs | 1.4 CEUs

4. CBAP® Certification Preparation

3 days—21 PDUs | 2.1 CEUs

5. Data Modeling

2 days—14 PDUs | 1.4 CEUs

6. Influencing Without Authority

2 days—14 PDUs | 1.4 CEUs

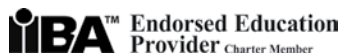
7. Project Management Fundamentals

3 days—21 PDUs | 2.1 CEUs

8. Software Testing Fundamentals

2 days—14 PDUs | 1.4 CEUs

Earn CEUs and More



AUBURN
UNIVERSITY

Watermark Learning has partnered with Auburn University to grant students Continuing Education Units (CEUs) for classes you take. We are a Global Registered Education Provider for PMI® and provide PDUs (Professional Developmental Units) to maintain your PMP® certification. We are also a Charter Endorsed Education Provider of the IIBA®, granting Continuing Development Units (CDUs) to earn or maintain CBAP® certification.



CERTIFICATION TO TAKE YOU TO THE NEXT LEVEL

Masters Certificate in **Project Management**

Become a high performing project manager with our Masters Certificate Program. Our program applies a practical, hands-on approach to project management with an emphasis on the “what”, “why” and “how” of the discipline.

Learn how to:

- Develop the fundamental skills project managers need to be effective
- Align business and project goals to achieve success
- Create project plans that leverage the input, understanding and support of your stakeholders
- Assemble the most effective team and develop your team players
- Control and manage change (not resist it) to ensure changes are beneficial

Our Masters Certificate in Project Management is comprised of five required courses and one elective. Each course builds upon knowledge obtained in previous courses. By committing to this comprehensive Project Management certification program, you will have the skills needed to become a truly respected resource within your organization.

REQUIRED COURSES

1. Influencing Without Authority

2 days—14 PDUs | 1.4 CEUs

2. Project Estimating, Planning & Control

2 days—14 PDUs | 1.4 CEUs

3. Project Management Fundamentals

3 days—21 PDUs | 2.1 CEUs

4. Project Quality Management

1 day—7 PDUs | .7 CEUs

5. Project Risk Management

2 days—14 PDUs | 1.4 CEUs

ELECTIVE COURSES

Choose
One

1. Business Analysis Fundamentals

3 days—21 PDUs | 2.1 CEUs

2. Consulting Skills to Solve Business Problems

2 days—14 PDUs | 1.4 CEUs

3. Eliciting Business Requirements

2 days—14 PDUs | 1.4 CEUs

4. Facilitation Skills Workshop

2 days—14 PDUs | 1.4 CEUs

5. Microsoft Project® for Project Managers

2 days—14 PDUs | 1.4 CEUs

6. Organizational Change Management

2 days—14 PDUs | 1.4 CEUs

7. PMP® Certification Preparation

3 days—21 PDUs | 2.1 CEUs



www.watermarklearning.com

Ensuring Our **Client's Success**

Every day we deliver world-class training and support to reinforce our belief that our customers' success is our success. We've trained thousands of individuals in hundreds of organizations on three different continents. Here is a partial list of the satisfied clients we've served:

3M Company	Imation Corp.
AAA Life Insurance	ING Financial Services
Achieve Healthcare Technologies	John Deere and Co.
AztraZeneca Pharmaceuticals	Kellogg
Basys Software	Les Schwab Tire Centers
Best Buy Company	Lockheed Martin
Blue Cross and Blue Shield of Minnesota	Mayo Clinic
Boston Scientific	MetLife
Cargill, Inc.	Northwest Airlines
Carlson Companies	Premier Bankcard
CheckFree Corp.	Riverside Health System
CSL Behring	State of Minnesota
Cox Communications	State of Montana
Dell, Inc.	Thomson West
Discount Tire Co.	Thrivent Financial for Lutherans
eBay	Trane Company
Emerson Process Management	Travelers Insurance
Express Scripts, Inc.	U.S. Bank
Farmers Mutual Hail Insurance	U.S. Postal Service
GMAC-RFC (ResCap)	United Health Group
The Hartford	University of Minnesota
Honeywell	Verizon Wireless

“ ”

What Our Clients Say...

“This class was my final requirement for the Masters Certificate in Project Management program and served as a wonderful review and refresher. I recommend this class, as well as the others that I have taken, to anyone who is looking to advance their project management skills. Thank you for presenting a great class!”

ROBERT MENK
GMAC-RFC [ResCap]

“Very good! Didn't use a lot of jargon. Taught in plain English which means the attendees will be able to apply what they learned anywhere. Great exercises and samples. The atmosphere set up from day one encouraged participation and thinking. Bravo!”

FORTUNE 100 RETAILER

“The Watermark Learning class was by far the most well-received training that we have ever had, with the most active participation in class activities by all of the Provaliant staff.”

JAY A. MASCI, PMP
PROVALIANT RETIREMENT, LLC

“I found the employment market extremely difficult and competitive, and Watermark has made all the difference. After taking three classes, I found a great company and got hired as a new BA. I'm definitely going to complete my Master's Certificate program, and feel very confident as a business analyst because of my training.”

DAVID MANGOLD,
INVALUABLE TECHNOLOGIES, LTD.

“I have probably learned more these three days than I have in any other past training. The instructor did an excellent job as a facilitator. As I am a past training manager, I can appreciate her ability and enjoyed it very much.”

BRAD WOLF
MATANUSKA TELEPHONE ASSOCIATION

“Best instructor I've had in any business course. Instructor was excellent in every way—pacing, sense of humor, personality, presentation, sensitivity to all students and level of knowledge.”

BILL SLOTT
SPANLINK COMMUNICATIONS

“The overall training provided by Watermark was very well done, with excellent training materials, case exercises, and an excellent instructor. We now have a high level of confidence in our skills and our process as we move forward with our project.”

RICHELLE FLEISCHER
RIVERSIDE HEALTH SYSTEM

“This was absolutely the best class I've had in a long time [if ever]. It was structured perfectly, flowed perfectly, labs fit course topics perfectly. The instructor was very professional and handled our rowdy group very politically. The course was the best I've ever had!”

METASOLV SOFTWARE



Watermark Learning

ENHANCED PERFORMANCE. ENDURING RESULTS.

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Minneapolis, MN 55439

800.646.9362

www.watermarklearning.com

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IIBA® is a trademark of the International Institute of Business Analysis

PMP® is a registered certification mark of the Project Management Institute, Inc.

PMI® is a registered trademark and service mark of the Project Management Institute, Inc.

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